



**DEFENSE LOGISTICS AGENCY**  
DEFENSE ENERGY SUPPORT CENTER  
8725 JOHN J. KINGMAN ROAD, SUITE 4950  
FORT BELVOIR, VIRGINIA 22060-6222

IN REPLY  
REFER TO

**DESC-R**  
**SEP 29 2006**

**GENERAL ORDER**  
**NO. 15-06**

I. Authority: Approval of the Director, Defense Energy Support Center (DESC)

II. References:

- A. DESC General Order 02-03, dated November 19, 2002.
- B. DESC General Order 01-04, dated October 10, 2003, paragraph II E.
- C. DESC General Order 04-06, dated November 18, 2005.

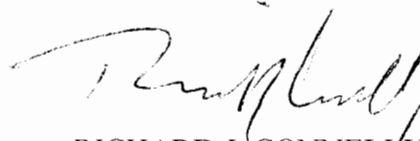
III. Pursuant to the cited authority and effective immediately, the following offices are hereby established in the Customer Support and Enterprise Initiatives Office, DESC-DS:

A. Customer Support Division, DESC-DSC, will serve as the DESC liaison to the DLA HQ-sponsored CRM initiative by defining the CRM requirements associated with DESC business processes for the Director and Deputy Director who are members of the DLA CRM Integration Team.

B. Strategic Planning Division, DESC-DSS, in coordination with DESC senior leadership, will develop, integrate and implement long-range strategic and operational goals and objectives within the DESC business environment.

C. Lean Six Sigma Division, DESC-DSL, will serve as the liaison to the DLA headquarter-sponsored LSS initiative. DESC-DSL will define LSS requirements associated with DESC business processes.

IV. This general order authorizes personnel realignments/reassignments accordingly. Administrative services and support will be provided by each respective administrative office. Detailed mission and functions will be reflected in the DESC Organization, Mission and Functions Manual (DESCM 5810.1).

  
RICHARD J. CONNELLY  
Director

Attachments:

- 1. DESC-DS Mission and Function Statement
- 2. DESC-DS Organizational Chart

DISTRIBUTION:  
DES  
DHRC-C

## **CUSTOMER SUPPORT AND ENTERPRISE INITIATIVES OFFICE (DESC-DS)**

### **MISSION:**

The Customer Support and Enterprise Initiatives Office is responsible for developing and monitoring strategic plans and associated metrics. The office is responsible for fostering customer support concepts across all DESC business areas. These concepts are necessary to maximize relationships with customers, increase efficiency and effectiveness of DESC's support to its customers, and enhance customer satisfaction and loyalty. The office acts as the principal advisor to the Director and is responsible for the development, implementation, and oversight of the Customer Relationship Management (CRM) initiative within DESC.

The Office is also responsible for strategic planning which includes developing, coordinating, implementing and integrating DESC's strategies outlined in its strategic management system. It also ensures that the DESC strategic management system is aligned with the Defense Logistics Agency Strategic Plan.

The office is responsible for implementing and monitoring Continuous Process Improvement (CPI) programs across all DESC Business areas. These programs include the development and training of Lean Six Sigma (LSS) teams, monitoring the progress of all DESC CPI projects, and developing new LSS projects. The Lean team is responsible for insuring alignment with the DLA Enterprise LSS program.

### **FUNCTIONS:**

#### **CUSTOMER SUPPORT DIVISION (DSC)**

1. Serves as the DESC liaison to the DLA HQ-sponsored CRM initiative. The Director and Deputy Director are DESC's primary and secondary members of the DLA CRM Integration Team.
2. Is responsible for defining CRM requirements associated with DESC business processes. The definition of these requirements will be supported by input from within DESC and customers of both energy and information provided by DESC.
3. Develops strategic, operational, and analytical CRM processes, in consonance with the Enterprise DLA CRM Program in order to enhance interaction with customers and facilitate capture of customer data. This captured data will allow DESC to share customer information across multiple touch points and help DESC gain a better understanding of customer behavior. This better understanding of customer behavior supports better decision-making that drives improved customer support.
4. CRM will utilize customer transaction data captured in BSM-E. Evaluation and analysis of the data will lead to a better understanding of customer behavior.

5. Will develop the DESC enterprise customer profile system. This profile system will support requirements development and demand planning, and facilitate efficient transformation from peace to war.
6. Will provide marketing and education of customer support concepts and the CRM initiative to both DESC and its customers.
7. Coordinates with DESC-T on the possible development of an integrated operational/BSM-E Help Desk call center.
8. Serves as the DESC liaison for the DLA Customer Satisfaction Survey.
9. Sponsors DESC Customer Quadrant Initiatives of the DLA Balanced Scorecard.

#### **STRATEGIC PLANNING DIVISION (DSS)**

1. Works with the DESC senior leadership to develop, integrate and implement long-range strategic and operational goals and objectives within the DESC business environment.
2. Translates higher level strategy into operational terms by utilizing strategy maps and a Balanced Score Card approach.
3. Works to align the DESC Commodity Business Units, Staff and regions to the agreed upon strategies.
4. Develops, implements, and sustains a communication plan with includes a training and awareness program so that DESC employees understand the Strategic Management System in DESC and how their positions are connected to higher level strategies.
5. Serves as DLA HQ/DESC liaison in performance analysis efforts. Updates and integrates the DESC shared and contributory strategic objectives and business initiatives with the DLA Balanced Score Card.

#### **LEAN SIX SIGMA DIVISION (DSL)**

1. Serves as the DESC liaison to the DLA HQ-sponsored LSS initiative. The Director and Deputy Director are DESC's primary and secondary members of the DLA CRM Integration Team.
2. Is responsible for defining LSS requirements associated with DESC business processes. The definition of these requirements will be supported by input from within DESC.
3. Manages the training and development of all LSS Green Belt and Black Belt candidates.
4. Assists in conducting and facilitating LSS projects and Rapid Improvement Events (RIE).

5. Accumulates and stores all manual and electronic LSS project data for access by the workforce
6. Develops and maintains an electronic DESC process library

# Strategic Planning & Customer Support Office DESC-DS

